EOM/EOC

NEWS NEWS

ON YOUR SIDE

ORDER

Flight Dates 09/26/12-10/02/12

<u>Order Sep</u> 00:20:00

Billing Cycle

<u>Product</u> <u>Estimate #</u> **1664**

Contract / Revision 312276 / NEAFCPE OH TV 9.26-10.2.12 Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

09/27/12 09/27/12 Billing Contact Order Type GENERAL

AdvertiserNEA Fund for Children and I

1322 G Street SE Billing Calendar BROADCAST

Washington, DC 20003

Agency New Media Firm Demographic A35+

Buying Contact

Rev Codes

POL POL ISS

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-1

Washington, DC 20003 Agency Ref 2 Advertiser Ref

Primary Account Executive

Daniel Baylog

1322 G Street SE

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share 100% Market Value 69525

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals Billing Plan

Rating Start Date End Date Month # of Spots Net Amount Gross Amount # Spots Net Amount Gross Amount September 2012 19 \$30,876.25 \$36,325.00 0.00 08/27/12 09/30/12 19 \$30,876.25 \$36,325.00 October 2012 18 \$28,220.00 \$33,200.00 0.00 10/01/12 10/02/12 18 \$28,220.00 \$33,200.00

Totals 37 \$59,096.25 \$69,525.00 0.00

										Tota	<u>ls</u>
Ln Ch S	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 WEWS 09	9/26/12	10/02/12	M-F GMC 6-7a	CM	6-7a	MTWTF	:30 2	\$1,300.00 P-1	0.00 NM	3	\$3,900.00
			M-F GMC 6-7a								
Start D	Date E	nd Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/24/	12 0	9/30/12	W- F	2	\$1,300.00	0.00					
Week: 10/01/	12 1	0/07/12	- T	1	\$1,300.00	0.00					
2 WEWS 09	9/26/12	10/02/12		СМ	7-9a	МГWГF	:30 2	\$1,600.00 P-1	0.00 NM	4	\$6,400.00





Contract / Revision 312276 Flight Dates 09/26/12-10/02/12 Hiatus Dates

<u>Original Date / Revision</u> 09/27/12/ 09/27/12 <u>Order Sep</u> 00:20:00

Advertiser NEA Fund for Children and Product NEAFCPE OH TV 9.26-10.2. Estimate # 1664

Ln Ch Start	End	Inventory Code	Prook	Stort/End 3	ime Days	Len Sp	ots Rate Pri	Dta Tuno	Tota	als Amount
LII CII Start	Eliu	M-F GMA 7-9a	Dieak	Start/Enu	lifie Days	Len Sp	ots Rate Fil	Rig Type	Spois	Amount
		M-F GMA 7-9a								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 Week: 10/01/12	09/30/12 10/07/12	WT MT		\$1,600.00 \$1,600.00	0.00 0.00					
E 3 WEWS 09/26/			CM	9-10a	МГWГF	:30	2 \$1,200.00 P-1	0.00 NM	4	\$4,800.00
L 3 VVLVVO 03/20/	12 10/02/12	M-F 9-10a	Olvi	J-10a	MI WII	.50	Σ ψ1,200.001-1	0.00 14101	7	ψ+,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12	09/30/12	W- F МГ		\$1,200.00	0.00					
Week: 10/01/12 E 4 WEWS 09/26/	10/07/12		CM	\$1,200.00 10-11a	0.00 MTWTF	:30	1 \$1,200.00 P-1	0.00 NM	1	\$1,200.00
L 4 VVLVV3 09/20/	12 10/02/12	M-F 10-11a	Civi	10-11a	WII WIII	.30	1 \$1,200.00 F-1	0.00 INIVI	'	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12	09/30/12		0	\$0.00	0.00					
Week: 10/01/12	10/07/12	-T		\$1,200.00	0.00		4	0.00 NINA	0	ΦE 400.00
E 5 WEWS 09/26/	12 10/02/12	M-F 12-1230pm I 12-1230p News	News CIVI	12-1p	МГЖГБ	:30	1 \$1,800.00 P-1	0.00 NM	3	\$5,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12	09/30/12	F МГ		+ /	0.00					
Week: 10/01/12 6 WEWS 09/26/	10/07/12			\$1,800.00	0.00 MTWTF	.20	1 ¢1 000 00 D 1	0.00 NIM	2	\$2,600,00
0 VVEVVS 09/20/	12 10/02/12	M-F 2-3p 2-3pm General H	CM lospital	2-3p	WII W I F	:30	1 \$1,800.00 P-1	0.00 NM	2	\$3,600.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12	09/30/12	W			0.00					
Week: 10/01/12	10/07/12	M		\$1,800.00	0.00					
7 WEWS 09/26/	12 10/02/12	M-F 3-4P Katie M-F 3-4p Katie	СМ	3-4p	MTWTF	:30	1 \$1,800.00 P-1	0.00 NM	1	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 Week: 10/01/12	09/30/12 10/07/12	 - T	0	\$0.00 \$1,800.00	0.00 0.00					
E 8 WEWS 09/26/		M-F 5-6p News	CM	5-6p	МГWГF	:30	1 \$2,000.00 P-1	0.00 NM	2	\$4,000.00
2 0 112110 00/20/	12 10/02/12	M-F 5-6p News		ООР	MIWII	.00	1 ψ2,000.001 1	0.00 14101	_	Ψ+,000.00
Start Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating					
Week: 09/24/12 Week: 10/01/12	09/30/12 10/07/12	F -T		\$2,000.00 \$2,000.00	0.00 0.00					
9 WEWS 09/26/				6-630p	МГЖГБ	:30	2 \$3,000.00 P-1	0.00 NM	3	\$9,000.00
		M-F 6-630p New	s							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 Week: 10/01/12	09/30/12 10/07/12	W- F M		\$3,000.00 \$3,000.00	0.00 0.00					
E 10 WEWS 09/26/			CM	7-730p	МГЖГБ	:30	1 \$2,500.00 P-1	0.00 NM	2	\$5,000.00
		7-730p The List					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			*-,
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 Week: 10/01/12	09/30/12 10/07/12	F - T		\$2,500.00 \$2,500.00	0.00 0.00					
11 WEWS 09/26/			CM	730-8p	MTWTF	:30	2 \$2,500.00 P-1	0.00 NM	2	\$5,000.00
11 112110 03/20/	12 10/02/12	730-8p Let's Ask		. 00 ор	MIL WILL -	.00	Σ ψ2,000.001-1	0.00 14101	_	ψυ,υυυ.υυ
Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
Week: 09/24/12	09/30/12	W- F		\$2,500.00	0.00					
Week: 10/01/12	10/07/12	M CH 44 4405D	0	\$0.00	0.00	.00	4 (4 000 00 5)	0.00.111	_	#0 000 00
12 WEWS 09/26/	12 10/02/12	M-SU 11-1135P I M-SU 11-1135P		11-1135p	MTWTFSS	:30	1 \$4,000.00 P-1	0.00 NM	2	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			l		





Contract / Revision 312276 Flight Dates 09/26/12-10/02/12 Hiatus Dates

<u>Original Date / Revision</u> 09/27/12/ 09/27/12 <u>Order Sep</u> 00:20:00

Advertiser NEA Fund for Children and Product NEAFCPE OH TV 9.26-10.2. Estimate # 1664

							Tota	ıls
Ln Ch Start End	Inventory Code Br	eak Start/En	d Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
12 WEWS 09/26/12 10/02/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	/I 11-1135р	MTWTFS:	S :30	1 \$4,000.00 P-1	0.00 NM	2	\$8,000.00
Start Date End Date	Weekdays Spots/W							
Week: 09/24/12 09/30/12	W	1 \$4,000.00						
Week: 10/01/12 10/07/12	- T	1 \$4,000.00						
13 WEWS 09/26/12 10/02/12	M-F 1135p-1202a Nightl@M M-F 1135p-1202a Nightlir	И 1135p-12	207x MTWTF	- :30	1 \$2,000.00 P-1	0.00 NM	2	\$4,000.00
Start Date End Date	Weekdays Spots/W							
Week: 09/24/12 09/30/12	F	1 \$2,000.00						
Week: 10/01/12 10/07/12	M	1 \$2,000.00						
14 WEWS 09/26/12 10/02/12	M-F 1202a-107a Jimmy & M-F 1202a-107a Jimmy K	И 1202-107	7х МТЖГБ	- :30	1 \$1,200.00 P-1	0.00 NM	3	\$3,600.00
Start Date End Date	Weekdays Spots/W							
Week: 09/24/12 09/30/12	W	1 \$1,200.00						
Week: 10/01/12 10/07/12	MΓ	2 \$1,200.00						
E 15 WEWS 09/26/12 10/02/12	SA GMA 8-9a CM SA GMA 8-9a	И 8-9а	S	- :30	1 \$1,300.00 P-1	0.00 NM	1	\$1,300.00
Start Date End Date	Weekdays Spots/W							
Week: 09/24/12 09/30/12	S-	1 \$1,300.00						
Week: 10/01/12 10/07/12		0 \$0.00						
E 16 WEWS 09/26/12 10/02/12	SA 7PM News CM SA 7PM News	Л 7-730р	S	- :30	1 \$2,000.00 P-1	0.00 NM	1	\$2,000.00
Start Date End Date	Weekdays Spots/W		_ <u> </u>					
Week: 09/24/12 09/30/12	S-	1 \$2,000.00						
		Start/End Time	<u>9</u>	Weekdays		Rtg Type		
1 VEWS 09/24/12-09/30/12 S	SA 7PM News	7-730p		Sa-	- :30 (\$2,000.00)	0.00 /////		
See MG 16.2 [no news/osu post game	ما							
2 /EWS 10/01/12-10/02/12 N	•	6-630p		MT	- :30 \$2,000.00	0.00 NIM		
(f) MG for 16.1 09/29	VI-1 0-030P News	0-030р		WII	50 ψ2,000.00	U.UU INIVI		
Week: 10/01/12 10/07/12		0 \$0.00	0.00					
17 WEWS 09/26/12 10/02/12	CII 12a 1a CCI Miami I &			S :30	1 \$525.00 P-1	0.00 NM	1	\$525.00
	SU CSI Miami Late			.30	i	U.UU INIVI	'	φυ ∠ 5.00
Start Date End Date	Weekdays Spots/W							
Week: 09/24/12 09/30/12	S	1 \$525.00						
Week: 10/01/12 10/07/12		0 \$0.00	0.00					

Totals 37 \$69,525.00